

**DIEBOLD**  
**NIXDORF**

# **DIEBOLD NIXDORF MEA PARTNER PROGRAM GUIDE**

# WELCOME TO THE MEA PARTNER PROGRAM

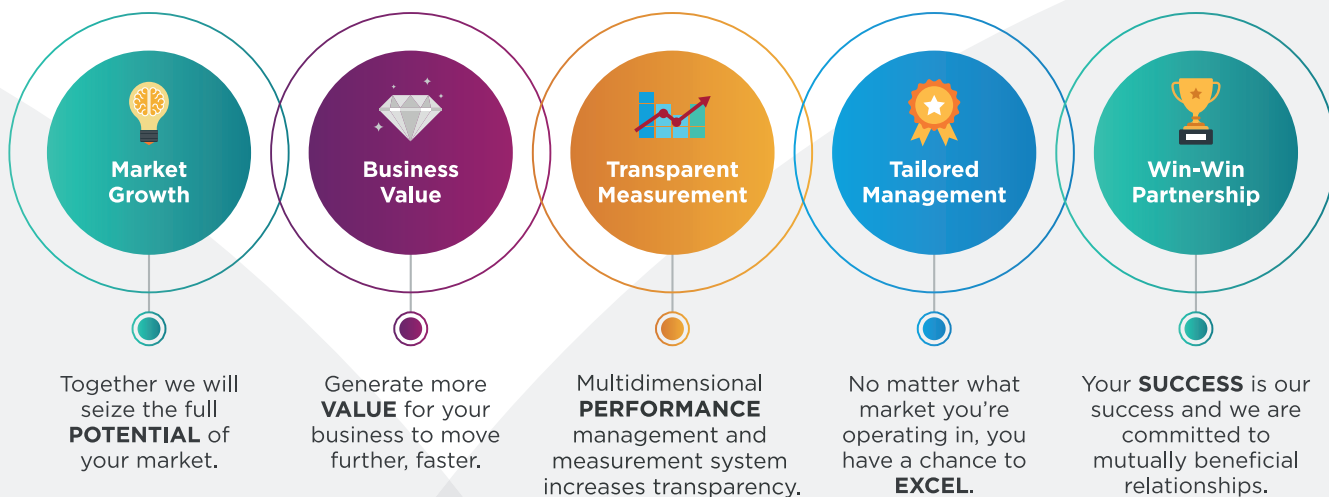
In today's digital era, choosing the right partner is more critical than ever. Diebold Nixdorf works with strategic, collaborative providers of solutions for the financial and retail industries. Through the MEA Partner Program we work together to help expand your opportunities and increase the portfolio of solutions you can deliver. Our partners are at the heart of Diebold Nixdorf and the MEA Partner Program will support your business and provide you with what you need to succeed.

## WHY IS IT TIME TO CHANGE?

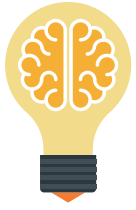
Globally, the financial and retail industries are incredibly diverse, with regional challenges that look very different from country to country. Yet at a micro level, consumers want the same thing: convenient, secure, seamless experiences. As the financial and retail markets converge, and synergies expand in the areas of mobile, contactless technology, smart data and more, it will become even more vital that companies recognize and react proactively to emerging trends.

This is the time to drive the shift in the industry and be the trusted and innovative partner customers are looking for. Diebold Nixdorf is committed to a partner program that is built on delivering results ethically.

## PARTNERSHIPS THAT DELIVERS RESULTS



## OUR OBJECTIVE: WINNING TOGETHER



### MARKET GROWTH

TOGETHER WE WILL SEIZE THE FULL POTENTIAL OF YOUR MARKET.

In order to contribute actively to the growth of your business, we will provide you with a wide range of solutions that will enable you to take the innovation lead in your market. With three critical business lines (systems, software and services) available, we work with you to build holistic, end-to-end business development plans to seize the potential of your unique market.

**You master your market and we master our technology. Together, it's an unbeatable combination.**



### BUSINESS VALUE

GENERATE MORE VALUE FOR YOUR BUSINESS TO MOVE FURTHER, FASTER.

Real value lies in offering your customers access to a wide range of solutions. Diebold Nixdorf innovations are designed to power connected commerce for the future of banking and retail, empowering you with solutions that take your customers further on their branch transformation journey.



**We have the right solutions. Are you ready to use them to turn ideas into value for your customers?**



### TRANSPARENT MEASUREMENT

MULTIDIMENSIONAL PERFORMANCE MANAGEMENT AND MEASUREMENT SYSTEM INCREASES TRANSPARENCY.

The MEA Partner Program is designed with a multidimensional performance management and measurement system that increases transparency in setting partners levels. Your performance defines your level. We evaluate your business in three key areas:

#### Business Requirements:

In a win-win partnership, meeting the business agreements between your organization and Diebold Nixdorf is crucial for the longevity of our business relationship. Therefore, two important elements need to be considered:

- Your organization must meet the business threshold set for your country's category in our three lines of business: systems, software and services.
- Your organization must achieve the business target assigned to you in the beginning of each fiscal year in the three lines of business.

#### Performance Requirements:

As we seek to seize the full potential of your market, we will evaluate how well you perform in three areas:

- Market Penetration Performance: The number of your annual shipments divided by the installed base in your country.
- Software Performance: Your annual software revenue divided by the total business revenue.
- Services Performance: Your annual services revenue divided by your installed base.

### Competencies Requirements:

Our customers today are asking for solution providers that can deliver complete solutions to meet the changing needs of their business and face growing industry complexity. Through the MEA Partner Program, we provide you with all necessary training, as well as a training plan to elevate your team's capacities to position your organization as a top solution provider to our customers. We expect you to act ethically and with integrity.

Depending on your country category and your partnership level, there is a minimum requested number of competencies that your team needs to have. This training may be sales or more technical in nature.

### You will be challenged! Are you ready?



## TAILORED MANAGEMENT

NO MATTER WHAT MARKET YOU'RE OPERATING IN, YOU HAVE A CHANCE TO EXCEL.

The area encompassing the Middle East & Africa is a heterogeneous group composed of 73 countries, each with a different business potential. Taking as a principle that the partner performance should be evaluated based on how well organizations perform in their own market, rather than comparing against other markets, countries have been assigned one of three categories: A, B or C.

Countries are allocated to categories based on the following criteria:

- Population
- GDP per capita
- Installed base
- Maturity of the banking system
- Country's average business volume with Diebold Nixdorf in the last five years.

**In this performance-based environment, there are no "big" or "small" partners, only high-performing and low-performing organizations.**



## WIN-WIN PARTNERSHIP

YOUR SUCCESS IS OUR SUCCESS AND WE ARE COMMITTED TO MUTUALLY BENEFICIAL RELATIONSHIPS.

The MEA Partner Program was designed to reward your investment on Diebold Nixdorf. In addition to partnering with the world leader in the ATM industry and benefiting from a large solutions portfolio that empowers you to grow your business, you're rewarded with strategic benefits when you invest in our brand and meet requirements that enable your organization to become a top-rated partner:

- Recognition of your performance with a logo corresponding to your level
- Listing on our website according to your level
- As you move up from Silver to Platinum level, you will earn:
  - Better discounts
  - Better rebates
  - Better training packages
  - Better support packages

**A partnership with Diebold Nixdorf is collaborative, strategic and designed for long-term success. As your business grows, so do your earnings. Don't wait—explore your new partnership today!**